



Alert

EDPA wants to keep you updated on issues and events of interest to members.

Dear Friend:

We had a busy and productive week in Las Vegas recently at EXHIBITOR2009.



We officially launched our new "Power of 3" membership campaign there, and our booth was busy with visits from members old and new. It was great to meet so many of you in person, and we've included a couple of photos here in case you didn't get a chance to see our new EDPA booth design. You'll have another opportunity to see it again on the show floor this summer at TS2 in Chicago.



While at the Mandalay Bay, we also hosted five different meetings, and our members turned out in good numbers for The Portable Modular Summit, where the Event Marketing Institute's Mike Westcott started things off with his presentation titled *A Recession is a Terrible Thing to Waste*. Chapter Leadership and International Chapter Breakfast meetings were next, where nine countries were represented all in the same room. A new international business plan will be drafted later this summer shortly after the Excite! show and IFES meetings in London & Paris, respectively.

Our second annual EDPA Intern Selection Day went very well Friday, April 3, at FIT in Manhattan. More than a dozen EDPA member companies came out to meet these talented graduate students and review their renderings and portfolios. A few internship offers are under way already, and we'll have more to report in an upcoming Alert.

Many of you have been asking about the [Event Marketing Summit](#) coming up later this month in Chicago and about possible registration discounts for EDPA member companies. As an additional benefit to [EDPA membership](#), we are now offering a **20% discount** for all current EDPA members who register thru April 24th. You'll find more details below.

Sincerely,
Jeff Provost
Executive Director
jprovost@edpa.com



EMS Discount Rate Offered to EDPA Members

Will you be joining hundreds of your colleagues in Chicago this April? Event Marketer magazine's 7th annual Event Marketing Summit takes place at the Chicago Marriott Downtown April 27-29, and we're now offering discounted admission for EDPA members. It's the one conference you can't afford to miss, 100% focused on "Doing More With Less." This year it features an unprecedented lineup of educators from the leading brands you know and admire. For full details on the show, click [HERE](#). For your discount code, contact EDPA member services coordinator Kimberly Wilson at KWilson@edpa.com or call her at 203-852-5698.



What Is The Value Of Meetings? Industry Justifying Benefits

Federal, corporate and public scrutiny of meetings, events and incentives has now reached unprecedented levels. Fueled by new regulations and a bill that proposes to ban events for firms that accepted federal funding under the Troubled Asset Relief Program, companies are faced with justifying the purpose and return on investment of meetings, events and incentives.

The travel industry in recent months mobilized to join the fray with a public relations campaign (called Meetings Mean Business), lobbying and the introduction of a model board policy on meetings and events (see below) that it asked the U.S. Department of Treasury to consider as it defines "excessive or luxury expenditures." For the full story, click [HERE](#).



CEIR Reports on Cost Effectiveness of Exhibitions

The Center for Exhibition Industry Research (CEIR) has announced the release of "SM 38 The Cost Effectiveness of Exhibition Participation: Part II," a follow-up to "SM 37 The Cost Effectiveness of Exhibition Participation: Part I", released in February. Companies are under more pressure than ever before to measure ROI, determine value from event participation and justify exhibition dollars. But according to the report, exhibitions save companies an average of \$795 per new customer when closing a sale and, moreover, companies can save 79 percent by making a first face-to-face contact with a potential customer at an exhibition. CEIR members can download The Cost Effectiveness of Exhibition Participation: Part II for free at www.ceir.org. The cost for non-members is \$24.



EDPA Partner Marketing Program Ramps Up

You may have already heard from Kevin Ritch from the EDPA Advertising Group, as he's reaching out to all 2008 advertisers from the membership directory. In light of economic conditions, we're offering lower rates this year, and discount package pricing for both print and electronic media options. But don't delay; there is a May 1st deadline. For more details contact Kevin at 203-852-5693 or



Meet Us in Europe!

Excite! and the International Federation of Exhibition and Event Services (IFES) are planning a joint week's worth of activities in both London and Paris this year, and the EDPA will be there. The kickoff starts with Excite! in London June 24 - 25, and then the IFES meeting is in Paris June 25 - 28. UPDATE: The IFES early-bird deadline has been extended to accommodate more EDPA members who've decided they want to go. Click [HERE](#) to register. With airfares and hotel rates at historic lows, this might be the perfect time to plan a working vacation at two of the world's most glamorous cities, PLUS the EDPA is planning a member reception at both! For more information visit [ExciteShow.com](#) and [IFESnet.com](#). To be included in the receptions, contact EDPA Executive Director Jeff Provost at jprovost@edpa.com.

Seen & Heard



The Expo Group Launches Vantage Point Exhibits Line

The Expo Group has debuted a new line of custom rental exhibits designed to save exhibitors time and money. The Vantage Point exhibits are environmentally responsible and help exhibitors look big on a small budget.

The full story is available on the EDPA homepage at [edpa.com](#)



Abstract Displays CEO Named National Small Business Person of the Year

Abstract Displays, a Cincinnati-based trade show exhibit company, is pleased to announce that CEO Carla Eng has been named the Ohio Small Business Person of the Year for 2009 by the U.S. Small Business Administration.

The complete story is on the EDPA homepage at [edpa.com](#)



Ellen Beckert Retires From Freeman

Ellen J. Beckert is retiring as Freeman's corporate director of marketing and communications effective April 24, after 32 years with the company. Over that time, she witnessed the dramatic growth and development of the face-to-face marketing industry, which she served in numerous capacities through the years, as well as the growth of Freeman.

The full story is available on the EDPA homepage at [edpa.com](#)

Chapter News



The **EDPA SoCal Chapter** is readying its 4th Annual Golf Tournament. The event takes place Monday, May 11th, at the Eagle Glen Golf Club in Corona, Calif., starting at 12 noon. A box lunch will be provided, and price of admission includes golf, a raffle, both silent and live auctions, prizes, fun and a dinner. More details can be gotten from Wayne Laube at wlaube@octanormusa.com, or by calling him at 805-286-1050.



The **EDPA NorCal Chapter** will host a presentation titled "Social Networking: Don't Get Left Behind." Michael Coffey of interactive marketing firm IMAVEX will share his experiences in working with companies to communicate and share information through online communities. The event takes place Thursday, April 30, at Professional Exhibits and Graphics, 1188 Bordeaux Drive in Sunnyvale, starting at 11.00 a.m. For more details call Paul Porcher at 415-641-3641.

The NorCal Chapter will also host a golf event at the Crystal Springs Golf Course in Burlingame, Calif., on Thursday, July 30, 2009. This is a "Scramble Format," playing best ball. A Continental breakfast will be served from 9:00 to 10:00 a.m., with tee-off time at 11:00 a.m. sharp. Awards will be given for closest to the pin, longest drive, longest putt, and Hole in One at the Wedgewood Barbecue Dinner at 5:00 p.m. There will also be raffle prizes, and free range-balls provided to everyone. For details, pricing and tickets contact Lena Bengtsson at lbengtsson@delphiproductions.com



The **Southeast Chapter of EDPA** will be hosting a spring Happy Hour networking event on April 30th at Eclipse De Luna Restaurant and Tapas Bar from 5:00 to 7:00 p.m. Colorchome Atlanta has generously offered to sponsor this Happy Hour; Admission is free! The Chapter will provide a variety of appetizers and there will be a cash bar. Come network and have fun with industry friends. Eclipse de Luna is located at Park Place, 4505 Ashford Dunwoody Road. The third annual Get Out of the Gutter...for a Good Cause! bowling tournament will be on Thursday, June 4th, at Atlanta 300 bowling alley. All proceeds from this Southeast Chapter fundraising event will go to the Randy Smith Memorial. We are hoping our past generous supporters will come out again this year when helping our industry peers is more important than ever! More detail will follow soon. Got Questions? E-mail Sally Walker with any questions you have on the Happy Hour or Bowling events at Sally@compasscollective.com.



Please plan to join the **EDPA Las Vegas Chapter**, working in conjunction with the EDPA Foundation, at the Seventh Annual Tradeshow Industry Education Scholarship Golf Classic on June 12th, 2009. There will be a great day of golf at the beautiful Rhodes Ranch Golf Club in Las Vegas. For those who have attended this event in the past, you know you are in for a great time! For those that are new to the tournament, get ready for an exciting day on the course with good company and fun contests. The event includes greens fees, golf cart, goody bags, door prizes, a continental breakfast and an awards luncheon immediately following the tournament. A host of exciting prizes will be raffled off throughout the event. Non-golfers are welcome to attend the luncheon and participate in the festivities. To register for the tournament, please visit the Chapter online at www.edpalv.com, where you'll find more information about the event including unique sponsorship opportunities.



The **EDPA Great Lakes Chapter** presents "The Future of Detroit's Convention and Trade Show Business" Tuesday, April 14. Carla Conner-Penzabene, director of sales for the Detroit Metro Convention and Visitors Bureau will speak. The event takes place in DiPonio A Room at the VistaCraft Center at Schoolcraft College in Livonia. Tickets are \$40 and include hors d'oeuvres; a cash bar will be available. For more information call 248-585-1990.



The **EDPA Upper Midwest Chapter** welcomes Pictura Graphics, as they share how they've chosen to be an industry leader by earning national certification as a Sustainable Green Printer. Plus, John Pavsek, Vice President of Publishing for EXHIBITOR and Corporate Event magazines, will present the "latest and greatest" ideas from the recent EXHIBITOR2009 show in Las Vegas. It all takes place Tuesday, April 21, at Pictura Graphics, 5900 Olson Memorial Highway, Minneapolis. Cost is \$25/person for UMEDPA Members, \$35/person for non-members. Please RSVP by Friday, April 17, to Bob Ryan at email@exhibitormail.com or 612-706-3130.



In an effort to promote the EDPA local chapter, the **EDPA Lone Star Chapter** Board of Directors has voted to expand its marketing efforts to include Twitter. Follow us on Twitter at <http://twitter.com/LoneStarEDPA> for industry news and chapter meetings and events. The Lone Star Chapter is proud to announce it has raised enough money through several meetings and events to offer a college scholarship. The purpose of this scholarship is to give back to those who work in our industry and their immediate family at a regional level. If you or a family member is seeking higher education, please fill out an application today! Download the application at: <http://www.billyraygun.com/edpa/EDPAF.zip>
The EDPA Lone Star Chapter will be having a Board of Directors meeting on April 14 at the Cadillac Ranch in Irving, Texas. Also, the Lone Star Chapter is still in need of Board of Directors. Chair and Co-Chair positions are available. For more information please contact Bill Roozée at bill@billyraygun.com
Finally, there has been an ongoing debate about the proposal to build a hotel at the Dallas Convention Center. At our November 2008 chapter luncheon the Keynote was Dallas Mayor Tom Leppert, who presented the case along with the positives involving building a hotel at the convention center. More information can be found at: <http://www.buildthehotel.com/>

Got some news? Send your press releases, promotion announcements or anything else to share to Communications Manager Rory J. Thompson at rthompson@edpa.com.